



Introduction and Information Pack

What Knivis Is:

Knivis is an extremely fast growing, full-service Internet Marketing Platform.

Knivis provides affordable, powerful, effective Internet solutions to small and medium size businesses, which is a 200 billion dollar a year industry.

Knivis lets anyone, regardless of computer skill level, create and manage a fully-featured website. It's a powerful, robust CMS (Content Management System), an Internet Marketing Suite, and a fully hosted SAS (Software as a Service). But it doesn't stop at website creation and maintenance – Knivis handles SEO (Search Engine Optimization), Web Marketing, Shopping Cart Systems, Niche Website Marketing, and much much more.

In short, Knivis is a complete web creation, management, and internet marketing solution. One that is simple enough for anyone to use, yet also possesses the power and advanced features to satisfy the most sophisticated companies. Anyone needing a web presence / website / internet marketing can get it **all** with Knivis - from the beginning stages of "I need a website" to taking orders through an online shopping cart, Knivis can handle every step of the process. At a very attractive price for the end user.

This is the type of business you will own/represent when you become a Knivis Brand Owner or Knivis Reseller.

How does Knivis benefit you / How do you make money?

Knivis allows you what you've always dreamed of – a fully realized, self-contained business opportunity that takes full advantage of today's "work from anywhere" business climate. The best thing is, our business opportunity is flexible enough for you to "do it your way", yet structured enough where there's full training (both with the system and in running your business), complete support, business and marketing tools, and a team of experts ("The Knivis Business Development Team") ready to assist.

Ok, you want specifics, so here are the ways you can use Knivis to make money:

- **You can take Knivis and rebrand it, making it yours.** This is the #1 way people use Knivis to make money. They rebrand Knivis, call it their own, and offer full web development / web marketing services to companies of all sizes (and collect monthly fees for maintenance). Now, whether you know anything about web marketing/web development or not doesn't matter – **your business skills are what will matter.** Knivis is the vehicle – we'll train you to sell and use it, and we'll provide full, ongoing support in actually running and building your business. Plus, if you wish, the Knivis Community will provide all the technical expertise / talent you need to do the actual development work – you can just be the project manager (like most business owners are) and let the workers do the work. [You can work from home and own a real company, providing real services.](#)

- **You can resell it to others.** Ok, maybe you don't want to run a web development company... fair enough. How about reselling Knivis for us, then? We'll give you a branded website, and train you to sell Knivis to companies who want to use it for themselves.
- **You can join the Knivis Community.** Lastly, maybe you're a graphic designer (for example), and just want to stay a graphic designer. Great!! Then let us help you become Knivis Certified, and you can join the Knivis community, offering your freelance graphic design skills to Knivis Brand Owners. (By the way, Graphic Designer is just an example – *any* web/internet professional, from Flash experts to database people to writers to SEO experts are welcome to join the community.)

What does it cost to join Knivis?

We have four levels of entry:

- **Knivis Brand Owner** - \$9000.00 (includes Reseller and Certified Community Member levels)
- **Knivis Certified Reseller** \$200.00
- **Knivis Certified Community Member** \$100.00
- **Knivis Community Member** - Free

Plus, you can “upgrade” to a higher level at any time – we'll always credit what you already paid. However, there are definite marketing advantages to getting in now as a Knivis Brand Owner. In fact, this is exactly why we've priced our business opportunity so low – we want someone who has the drive to be a Brand Owner to be able to do such *right now*.

The four levels are explained below:

When I become a Knivis Brand Owner, what do I receive?

You get a complete business. This means you get a product that you can both resell and also use to produce income; you get full lead generation / advertising / marketing; you get the tools to help you close sales; and you get full business training... you get *everything* you need to succeed.

Specifically, you get:

- **A full copy of the Knivis CMS.** We can rebrand this for you (“your company CMS”), and you then utilize it to make and maintain websites for others (one copy is all you need to make an unlimited number of sites).
- **Your own branded website** to market your web development services.
- **Full Training on Knivis itself.** We will teach you how to use Knivis fully (it's simple). We will also show you how to run a full web development company with Knivis, even if you know nothing about web development or the internet (the Knivis community can handle all technical work if needed.)

- **Full Training on Marketing and Selling Knivis.** Internet marketing, SEO training, e-mail marketing training, and much more. We'll ensure your success.
- **Full Training and ongoing support in running your business.** We want you to succeed, so we're going to help you every step of the way. From marketing to accounting to sales techniques to managing projects, the Knivis Business Development Team is here to assist you in making sure your business finds (and sustains) profitability.
- **The Knivis Business Development Team.** Expanding on the last point, the Knivis Business Development Team (KBDT) is available to Knivis Brand Owners 24/7. This is a team of successful business professionals with combined expertise in almost every business facet imaginable. Need help with setting up your accounting? Contact the KBDT. Have an advertising question? Contact the KBDT. Have a meeting in an hour, and think you'll need help with your pitch? Contact the KBDT. Need help converting web traffic? Contact the KBDT. Etc etc.
- **Niche Market Training.** Suppose you have a background in cars, or perhaps real estate. Or something similar... We'll show you how to use that knowledge to sell Knivis to these industries. Do not underestimate the power of being a specialty web developer.
- **FREE Custom Modules.** We have modules for auto inventory, shopping carts, real estate listings, cataloging, etc etc. You'll have access to these powerful modules and sales tools, for free. We can even make new modules for your Niche if needed – this is a HUGE selling tool.
- **Lead generation.** We generate leads for our Knivis Brand Owners. In other words, we pass to you companies/people who need web work done.
- **2 free Email sales campaigns in your chosen market area.**
- **100 free hours of sales telemarketing** (we will even make a script for you.)
- **The power of a community driven business.** The Knivis community is filled with web/internet/computer professionals, all of whom you can call on to represent YOUR brand. You get full access to them. (free)
- **The highest profit margin available.** Your profit margin for licensing Knivis is the highest available, and allows you to create multiple, recurring revenue streams for SAS (Software as a Service) and Maintenance fees.

Plus, Knivis Brand Owners get all the below listed benefits of Resellers and Community Members.

When I become a Knivis Certified Reseller, what do I receive?

- **A branded website** ("your company name") for you to resell Knivis.
- **The full rights to resell Knivis.** You may sell it any way you wish – many companies would love to use Knivis as their company CMS. You sell it to them, and collect a one-time payment, plus a small monthly fee from us. You can create multiple, recurring revenue streams quickly and easily.

- **A copy of the Knivis CMS to Demo**
- **Full training on how to use / sell / market Knivis.**

Plus, Knivis Resellers can enjoy the below-listed benefits of Knivis Certified Community Members

When I become a Knivis Certified Community Member, what do I receive?

- **Special listing / Profile in the Knivis Community** with a Certified Community Member badge in your profile
- **Training in Knivis** in relation to your expertise (design, SEO, development, etc).
- **Preferred referral status.** Most Knivis Brand Owners choose Knivis Certified community members to work on their projects.

When I become a Knivis Community Member, what do I receive?

- **The right to join the Knivis Community** and offer your services to Knivis Brand Owners worldwide. You can converse with other community members, post in forums, answer questions, and market yourself.
- **A full profile** where you can list your skills and show your work samples.

Why Knivis?

You already know the world of work has changed immensely. The days of cradle-to-grave job security, with benefits and a fat pension, are long gone.

Even things like “a steady job” are pretty much done. Today’s young people will likely have 10-15 different jobs over three to four careers in their lifetimes. There’s just no security anymore, and no sure thing. Plus, the internet has changed everything. ANY desk job can literally be done from almost ANY desk. A “company” may be spread out over several states, or even countries. There’s just no need to all be under the same physical roof anymore.

The smart people will be the ones who recognize the preceding, and use it to take care of themselves. Whether it’s people who run their own business, and utilize freelancers to handle much (if not all of) of the actual work, or those freelancers themselves, these are the people who are poised to prosper in 2009 and beyond.

In very simple terms, Knivis fits right in with this new way of doing business. The barrier to entry is shockingly small, and the limitations are few. Knivis can take you as far as you want to go, because it’s a REAL business, with REAL people behind it.

Knivis allows an enterprising entrepreneur to take the reins of a web development company, manage the web development projects, delegate the actual “development work” to individual professionals (the graphics person, the copywriter, etc), and make a substantial living – all without leaving their house. If you have *any* business skills, you can make it with Knivis.

What now?

Setup a phone meeting with Knivis to see if Knivis is right for you. Call us at 1-404.395.4875

In Closing

I thank you for taking the time to take a look at Knivis. This is, by far, the best business opportunity out there today, because it's affordable, it's powerful, and it takes full advantage of the community driven / freelance mindset that is starting to dominate business today.

Plug into the Knivis Community!! We're ready for you – are you ready for us?

Thanks again, and we'll talk soon!

Sincerely,
Lance Knight
CEO Knivis LLC